Inspiring Tomorrow’s Champions: Games24x7 Foundation expands its Wheels of Change initiative to empower youth with cricketing experiences

India, 22nd April 2024: Games24x7 Foundation, a not-for-profit arm of Games24x7, India’s most user-centric, scientific, and innovative online skill-gaming platform, today announced expansion of its flagship program, ‘Wheels of Change’, by offering aspiring children a unique opportunity to witness the thrill of a cricket match, fostering a spirit of inclusivity and empowerment.

As part of this initiative, the Games24x7 Foundation under its Wheels of Change initiative will engage with NGOs and sports academies across six Indian cities to offer enriching experiences for youth and aspiring athletes from underserved backgrounds. Throughout the TATA IPL, 60+ aspiring young students from notable NGOs and academies including Hope Kolkata Foundation, Academy of Pathans in Lucknow, Aravalli Cricket Academy in Jaipur, JCH Cricket Academy in Ahmedabad, Victory Sports Foundation in Chennai and the Sports Coaching Foundation in Hyderabad will experience the electrifying atmosphere of a live TATA IPL T20 cricket match. Notably, My11Circle, Games24x7’s fantasy gaming platform, is the Associate partner of the IPL for the next five years.

Speaking about the initiative, Bhavin Pandya, Co-Founder & Co-CEO of Games24x7 said, “Games24x7 Foundation is focused on driving meaningful interventions to empower the country’s youth to aspire for a brighter tomorrow by providing them with resources and opportunities they need to succeed. We believe that this wouldn't just be a memorable experience, but an inclusive one that fosters a sense of possibility in the children who witness their heroes in action during the match. By witnessing the determination and passion of cricket players as they strive for success and gracefully accept the outcomes, inspires to set goals, work hard, and handle both success and failure with grace and humility.”

The ‘Wheels of Change’ initiative by Games24x7 Foundation reflects its steadfast commitment to create a lasting positive impact for future generations. Launched in January, the initial phase of the program focused on providing over 1000 bicycles to reduce the distance barrier for girl students accessing higher education in remote districts of Maharashtra.

Games24x7 Foundation stands strong with its parent organisations’ previous collaborations with Kailash Satyarthi Children’s Foundation (KSCF), Hemkunt Foundation, Christel House and many more non for profit organisations driving impactful initiatives. Notably, Games24x7’s partnership on a child trafficking study with the Kailash Satyarthi Children’s Foundation lending their tech for good, brought forward a tool for KSCF and its partners to analyse data collected from the vulnerable children in real time. These initiatives lay the foundation for meaningful change in countless lives across the nation.
About Games24x7 Foundation

Guided by Games24x7's Science of Gaming ethos, Games24x7 Foundation’s approach to corporate social responsibility is rooted in strategic impact. We meticulously identify, support, and evaluate initiatives, fostering education, skill-building, well-being, safety, and security. Committed to equal opportunities, we aim for a future where everyone, irrespective of background, enjoys access to a promising tomorrow. Games24x7 Foundation envisions a world where dreams are not just nurtured but realised, with each initiative we strive to stimulate positive impact for generations to come. Learn more about our initiatives and the Science of Gaming ethos at https://www.games24x7.com/csr

For more information:

Saurabh Saggi: saurabh.saggi@games24x7.com